

**THIS IS A CAREER DEGREE.
IT IS NOT DESIGNED TO TRANSFER TO A FOUR YEAR UNIVERSITY.**

**Danville Area Community College
2019-2020**

Marketing

Associate in Applied Science

This program is designed to give an individual a variety of career options such as Customer Engagement, Sales, Telemarketing, Marketing, Retail Sales, Hospitality, Advertising, Travel & Tourism, and Management. This is an occupational program typically not designed to transfer; however, this program has been articulated to some senior institutions. Please contact a counselor for specific details.

First time degree seeking students must complete INST101, Success in College, as a requirement for graduation.

REQUIRED COURSES	HOURS	F,S,I,SU	GRADE
First Semester			
BMGT 117 Principles of Marketing	4		
BMGT 103 Customer Engagement	2		
BMGT 104 Interpersonal Relationships	3		
CBUS 104 Introduction to Business	3		
* Communications Elective	3		
Total	15		
Second Semester			
BMGT 201 Digital Promotional Strategy	3		
BMGT 244 Digital Marketing	2		
BMGT 222 Design for Blogging Platforms	3		
BMGT 160 Entrepreneurial Skills	3		
BMGT 114 Principles of Management	3		
* Communication Elective	3		
Total	17		
Third Semester			
BMGT 115 Events and Meeting Planning	3		
BMGT 106 Supervisory Training	3		
BMGT 210 Content and Social Media Marketing	2		
BOFF 255 Digital Presentations	3		
CECN 102 Microeconomic Principles	3		
* Humanities Elective	3		
Total	17		
Fourth Semester			
BMGT 118 Professional Selling	3		
BMGT 217 Retailing and Merchandising	3		
BMGT 213 Principles of Advertising	3		
BMGT 212 Human Resource Management	3		
* Math Elective	3		
Total	15		
Total Hours	64		

* General Education.

See list of Human Relations requirements.

Enrollment in developmental classes may increase the length of time it takes to complete an associate degree.

Placement in typing courses will depend on demonstrated proficiency.